WEST Search History

Hide Items | Restore | Clear | Cancel

DATE: Tuesday, May 04, 2004

Hide?	Set Name	Query	Hit Count
		DB=PGPB,USPT,USOC,EPAB,JPAB,DWPI,TDBD; PLUR=YES; OP=ADJ	
☐	L14	L12 and (fee or price)	21
☐	L13	L12 and fee	17
☐	L12	L11 and ((selected or selecting or appropriate or targeted or targeting) near8 (ads or advertising))	22
☐	L11	L10 NOT l3	45
☐	L10	19991224	47
☐	L9	((data or information) near8 (mining or collecting or collection or extract or extracting or retrieving)) same (distribute or distributing or distribution or e-mail or e-mailing) same ((user or client) near8 (profile or activity or behavior))	168
☐	L8	19991224	0
☐	L7	mining same ((user or client) near8 (profile or activity or character or behavior or phrase or word)) same (distribute or distributing or distribution)	19
		DB=USPT; PLUR=YES; OP=ADJ	
☐	L6	mining same ((user or client) near8 (profile or activity or character or behavior or phrase or word)) same (distribute or distributing or distribution)	7
		DB=PGPB,USPT,USOC,EPAB,JPAB,DWPI,TDBD; PLUR=YES; OP=ADJ	
☐	L5	L4 and (summarize or summarizing)	1
☐	L4	L3 and ((user or client) near5 profile)	2
☐	L3	19991224	18
☐	L2	(collect or collecting or retrive or retrieving or extract or extracting or extraction or mine or mining) near8 (information or content) near8 (word or phrase or profile or behaviour or behavior or activity) near8 (distribute or distributing or distribution)	35
☐	L1	(collect or collecting) near8 (information or content) near8 (word or phrase or profile or behaviour or behavior or activity) near8 (distribute or distributing or distribution)	22

END OF SEARCH HISTORY

WEST Search History

| Hide Items | Restore | Clear | Cancel |

DATE: Wednesday, May 05, 2004

Hide?	Set Name	Query	Hit Count
		DB=USPT; PLUR=YES; OP=ADJ	
☐	L12	(((data or information) near5 mining) same agent) and ((match or matching) near8 (profile))	7
☐	L11	(((data or information) near5 mining) same agent) and (content)	41
☐	L10	((data or information) near5 mining) same agent same (calendar or calender)	0
☐	L9	mining same agent same (calendar or calender)	1
☐	L8	L7 and l4	0
☐	L7	((notify or notification) near5 traffic).ti.	2
☐	L6	L5 and l4	0
☐	L5	(notify or notification).ti.	468
☐	L4	El-Hady.xa.	140
☐	L3	(4979118| 4991204| 5261044| 5598532| 5608721| 5680326| 5706436| 5838769| 5854903| 6067572| 6085238| 6209033)![pn]	12
☐	L2	(4979118| 4991204| 5261044| 5598532| 5608721| 5680326| 5706436| 5838769| 5854903| 6067572| 6085238| 6209033)![pn]	12
☐	L1	6442615.pn.	1

END OF SEARCH HISTORY

☐ Generate Collection

L5: Entry 1 of 1   File: USPT   Jan 23, 2001

DOCUMENT-IDENTIFIER: US 6178424 B1
TITLE: Information distributing system and storage medium recorded with a program
for distributing information

Application Filing Date (1):
19980514

Brief Summary Text (5):
This type of information distributing system has hitherto been constructed to
automatically fetch, if a user writes to his or her own profile a condition for
fetching the information the user himself or herself requires, updated information
out of the variety of databases and distribute only the information accordant with
the profile to the user concerned. In the information distributing system in a
simple form, the profile involves the use of a condition based on a combination of
keywords, and only the information meeting with this condition is to be
distributed. Accordingly, if the condition set by the user is improper, the user
can not necessarily obtain the information desired by the user himself or herself.
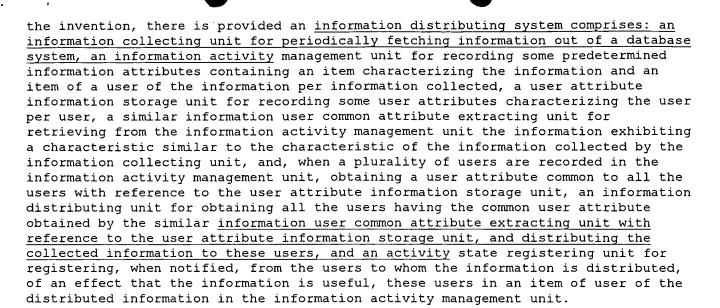
Brief Summary Text (7):
On the other hand, there can be considered several forms such as automatically
extending the profile in accordance with a content in which the user has an
interest, and distributing the information accordant with the thus extended
profile. To start with, a plurality of texts written by the user are used as a
profile, the keywords contained in these texts are compared with keywords in newly
fetched texts, and only the texts sufficiently accordant therewith are distributed.
In this form, the content of the profile is more enriched as a quantity of the
texts created by the user increases, and can be, it follows, used as a more
detailed condition. What can be considered as another form is that the user
evaluates the texts distributed and modifies the condition of the profile in
accordance with a result of the evaluation. In this form, the condition of the
profile is getting approximate to a content intended by the user, thereby gradually
coming to such a state that only the information according to the intention of the
user is distributed. Still another thinkable form is that the user utilizes the
keywords set in the profile by developing them into synonyms etc. In this form,
even if the keywords definitely designated by the user are not contained therein,
the texts are to be distributed, if words having implications close thereto are
contained.

Brief Summary Text (8):
A problem inherent in the prior art is that the information required by the user is
not distributed unless clearly described in the keywords and the profile. The
reason for this is that the system distributes the texts to the user on the basis
of only the keywords and the condition of the profile. Therefore, the user must
update the keywords and the profile so as to clearly express his or her own request
at all times. However, much knowledge is required for properly setting them, which
might be difficult for the ordinary users to do so. Further, there is such a
problem that the detail setting is time-consuming.

Brief Summary Text (11):
To accomplish the above object of the present invention, according to an aspect of

the invention, there is provided an <u>information distributing system comprises: an</u> <u>information collecting unit for periodically fetching information out of a database</u> <u>system, an information activity</u> management unit for recording some predetermined information attributes containing an item characterizing the information and an item of a user of the information per information collected, a user attribute information storage unit for recording some user attributes characterizing the user per user, a similar information user common attribute extracting unit for retrieving from the information activity management unit the information exhibiting a characteristic similar to the characteristic of the information collected by the information collecting unit, and, when a plurality of users are recorded in the information activity management unit, obtaining a user attribute common to all the users with reference to the user attribute information storage unit, an information distributing unit for obtaining all the users having the common user attribute obtained by the similar <u>information user common attribute extracting unit with</u> <u>reference to the user attribute information storage unit, and distributing the</u> <u>collected information to these users, and an activity</u> state registering unit for registering, when notified, from the users to whom the information is distributed, of an effect that the information is useful, these users in an item of user of the distributed information in the information activity management unit.

<u>Brief Summary Text</u> (15):
Note that a method of determining the distributing target users when there exists no information having the characteristics similar to the characteristics of the collected information, and when there are not the plurality of such users even if the above information exists, may involve the use of a <u>profile of each user</u> as in the prior art. In this case, it is preferable to use a plurality of <u>profiles</u> <u>written by the user as a profile</u> in terms of enriching the content of the profile in accordance with creation of the text issued. Even in this case, the information is distributed not only the <u>users fitted to the profile but also all the users</u> having the common user attribute. Namely, the similar information user common attribute extracting unit, when there exists no information exhibiting the characteristics similar to the characteristics of the information collected by the information collecting unit, and when there are not, if such information exists, the plurality of users thereof, extracts the user issuing the text including the keyword contained in the information collected by the information collecting unit by examining the issued text of each <u>user stored in the user profile</u> storage unit. When the plurality of such users exist, the extracting unit obtains the user attribute common to all the users with reference to the user attribute information storage unit, and notifies the information distributing unit of this common user attribute. The information distributing unit obtains all the users having this common user attribute with reference to the user attribute information storage unit, and distributes the collected information to those users.

<u>Brief Summary Text</u> (16):
When there exists no information having the characteristics similar to the characteristics of the collected information, and when there are not, even if such information exists, the plurality of <u>users, and further when there are not the</u> <u>plurality of users fitted to the profile,</u> there may be adopted an arbitrary method of dealing with these cases such as a method of distributing no information and a method of distributing the information to all the users because of such information being considered rare.

<u>Brief Summary Text</u> (20):
According to a further aspect of the present invention, the information distributing unit is constructed to determine, as far as the common user attribute obtained by the similar information user common attribute extracting unit meets with a predetermined distribution condition, a distributing target user corresponding to this common user attribute. Further, the information distributing unit is constructed to distribute the information in such a way as to re-express and <u>summarize</u> a content of the collected information, depending on the user

attribute stored in the user attribute information storage unit.

Detailed Description Text (3):
Referring first to FIG. 1, an information distributing system 1 in one embodiment
of the present invention is constructed of an information collecting unit 11, an
information activity management unit 12, a user attribute information storage unit
13, a user profile storage unit 14, similar information user common attribute
extracting unit 15, an information distributing unit 16, an activity state
registering unit 17, a distribution necessary condition storage unit 18 and a
distribution unnecessary condition storage unit 19. The information distributing
system 1 is connected to a variety of database systems 3 and each user 4 to whom
the information is distributed. The thus constructed information distributing
system 1 can be actualized by a CPU such as, e.g., a microprocessor, a memory, a
computer incorporating a communication function for collecting and distributing the
information, and a recording medium 2 shown in FIG. 1. The recording medium 2 may
be a magnetic disk, a semiconductor memory and other recording media. The recording
medium 2 is recorded with a program for controlling the distribution of
information. This information distribution control program read in by the computer
controls an operation of the computer and makes the computer function as each of
components constituting the information distributing system 1 shown in FIG. 1.

Detailed Description Text (10):
Referring again to FIG. 1, the user profile storage unit 14 is stored with the
texts issued up to the present time by the user per user to whom the information is
distributed.

Detailed Description Text (11):
The similar information user common attribute extracting unit 15 executes a process
of retrieving from the information activity management unit 12 the information
exhibiting characteristics similar to the characteristics of the information
collected by the information collecting unit 11, a process of obtaining the user
attributes common to all the users with reference to the user attribute information
storage unit 13 if there are, when the retrieval is successful, a plurality of
users of the above information, and a process of extracting, when failing to
retrieve it or there are not, even if successful, the plurality of users, the user
issuing the text including the keyword contained in the information collected by
the information collecting unit 11 by examining the text issued by the user stored
in the user profile storage unit 14, and obtaining, when there are plurality of
such users, the user attributes common to all the users with reference to the user
attribute information storage unit 13. The information distributing unit 16 is
informed of the thus obtained common user attributes as pieces of information for
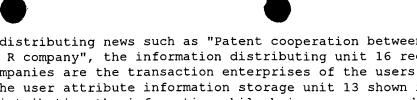determining a destination of the distribution.

Detailed Description Text (22):
While on the other hand, when processing to step S12 because of there being not the
plurality of users irrespective of whether there is no other information similar to
the information collected this time, the similar information user common attribute
extracting unit 15 extracts the user having an issued text containing the same
keyword as the keyword of the information collected this time by examining the
issued texts of the respective users stored in the user profile storage unit 14.
The extracting unit 15 extracts, for example, the users having the keywords larger
than a predetermined rate in the number of keywords of the information collected
this time by retrieving the issued text of each user with each keyword of the
information collected this time and thus checking whether or not the same keyword
exists.

Detailed Description Text (46):
(2) The information distributing unit 16 distributes the information in such a way
as to re-express or summarize the contents of the collected information on the
basis of the user attributes stored in the user attribute information storage unit

13. For example, when distributing news such as "Patent cooperation between P company, Q company and R company", the information distributing unit 16 recognizes that the P, Q and R companies are the transaction enterprises of the users V, W, X from the contents in the user attribute information storage unit 13 shown in FIG. 5, and is capable of distributing the information while being re-expressed such as "Patent cooperation between the transaction enterprises of the users V, W, X". Further, the information distributing unit 16 recognizes that the P, Q and R companies are the transaction enterprises of the users, which deal with the sales for the semiconductor from the contents in the user attribute information storage unit 13 shown in FIG. 5, and is capable of distributing the information while being summarized such as "patent cooperation between the transaction enterprises dealing with the sales for the semiconductor".

CLAIMS:

3. An information distributing system according to claim 2, further comprising:

user profile storage means for storing a text issued in the past by each user,

wherein said similar information user common attribute extracting means is constructed to extract, if there exists no characteristics in the recorded information that are similar to the characteristics of the information fetched by said information collecting means, and if, even when such information might exist, there are not a plurality of users thereof, the user issuing the text including the keyword contained in the information fetched by said information collecting means, by examining the issued texts of the respective users stored in said user profile storage means, and obtain, if there are the plurality of such users, the user attribute common to all the users with reference to said user attribute information storage means and notify said information distributing means of the common user attribute.

8. An information distributing system according to claim 3, wherein said information distributing means is constructed to distribute the information in such a way as to re-express and summarize a content of the fetched information, depending on the user attribute stored in said user attribute information storing means.

First Hit

☐ Generate Collection

L3: Entry 1 of 18   File: PGPB   Nov 14, 2002

DOCUMENT-IDENTIFIER: US 20020169703 A1
TITLE: AUTOMATED PRICE IMPROVEMENT PROTOCOL PROCESSOR

Application Filing Date:
19981218

Summary of Invention Paragraph:
[0020] It is also another object of the present invention to provide a system for collecting, displaying, and distributing in real time information on current market activity in securities and processing this information to quantify the extent of order and trading activity of participants in real time.

First Hit   Fwd Refs

☐ ▨ Generate Collection ▨

L3: Entry 2 of 18   File: USPT   May 6, 2003

DOCUMENT-IDENTIFIER: US 6560580 B1
TITLE: Automated auction protocol processor

Application Filing Date (1):
19990420

Brief Summary Text (22):
It is also an object of the present invention to provide a system for collecting,
displaying and distributing in real time information on current market activity in
fixed income securities and processing this information to quantify the extent of
order and trading activity of customers in real time.

First Hit

☐ ░░░Generate Collection░░░

L14: Entry 1 of 21   File: PGPB   Sep 6, 2001

DOCUMENT-IDENTIFIER: US 20010020242 Al
TITLE: METHOD AND APPARATUS FOR PROCESSING CLIENT INFORMATION

Abstract Paragraph:
A method and apparatus for processing user information. Information collection is
increasingly utilized by advertisers and others that desire to customize a user's
display for the user's individual preferences. According to one ore more
embodiments of the invention, Internet Service Providers (ISPs) or proxies owned by
an ISP collect and store information regarding particular users in a user profile.
The information may include demographic information such as the user's age,
residence, credit history, etc. Additionally, the information may include the web
sites that the user has accessed, the time spent on each web site, and any internet
searches performed by the user. The profile information may be utilized by the
proxy to conduct targeted advertising, the information may be provided to a web
host so that the web host may conduct targeted advertising, or the information may
be utilized to customize a user's display, for example. The profile information may
also be utilized to associate a cost with certain demographic information. For
example, if the profile information indicates that the user is interested in
automobiles, a premium may be charged to an automobile advertiser. The profile
information may be evaluated by the ISP for advertisement insertion or customized
displays. Alternatively, the profile information may be sold to a third party such
as an advertiser. Thus, the profile and demographic information can be utilized to
individually customize information displayed to a client.

Application Filing Date:
19981116

Summary of Invention Paragraph:
[0034] The profile information may be utilized by the proxy to conduct targeted
advertising, the information may be provided to a web host so that the web host may
conduct targeted advertising, or the information may be utilized to customize a
user's display, for example. The profile information may also be utilized to
associate a cost with certain demographic information. For example, if the profile
information indicates that the user is interested in automobiles, a premium may be
charged to an automobile advertiser. The profile information may be evaluated by
the ISP for advertisement insertion or customized displays. Alternatively, the
profile information may be sold to a third party such as an advertiser. Thus, the
profile and demographic information can be utilized to individually customize
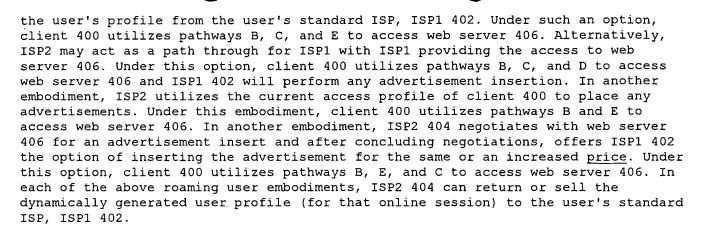information displayed to a client.

Detail Description Paragraph:
[0060] In addition to the above, a user or client 100 may roam into another ISP.
This may occur when a user is traveling and dials into a phone number for a third
party ISP or when the web browser utilizes the proxy of a third party ISP, for
example. When client 100 roams into another ISP, the ISP may forward the request to
the user's home ISP for local advertisement insertion (as described below), the ISP
may obtain the profile information from the user's home ISP and use it for
advertisement insertion, or the user's roaming profile can be returned to the home
ISP. The above options and other options are demonstrated in FIG. 4, for example.
If client 400 is roaming and utilizes ISP2 404, ISP2 404 may retrieve or purchase

the user's profile from the user's standard ISP, ISP1 402. Under such an option, client 400 utilizes pathways B, C, and E to access web server 406. Alternatively, ISP2 may act as a path through for ISP1 with ISP1 providing the access to web server 406. Under this option, client 400 utilizes pathways B, C, and D to access web server 406 and ISP1 402 will perform any advertisement insertion. In another embodiment, ISP2 utilizes the current access profile of client 400 to place any advertisements. Under this embodiment, client 400 utilizes pathways B and E to access web server 406. In another embodiment, ISP2 404 negotiates with web server 406 for an advertisement insert and after concluding negotiations, offers ISP1 402 the option of inserting the advertisement for the same or an increased <u>price</u>. Under this option, client 400 utilizes pathways B, E, and C to access web server 406. In each of the above roaming user embodiments, ISP2 404 can return or sell the dynamically generated user profile (for that online session) to the user's standard ISP, ISP1 402.

Detail Description Paragraph:
[0064] As described above, specific advertisements may be inserted based on the user's profile. After obtaining the profile information and a set of potential advertisements that may be inserted, the proxy must determine which particular advertisement to insert for this particular user. In one or more embodiments, a database that maps users to their profiles/preferences is utilized to access the profile information. In one or more embodiments, a database contains a mapping of profiles or preferences to a set of advertisements. In one or more embodiments, a database of advertisements with their <u>prices</u> is maintained.

Detail Description Paragraph:
[0066] By evaluating demographic and profile information as described, direct marketing advertisers and one-on-one advertisers may more accurately target specific individuals. Further, the ISP (and other proxies) benefits (by selling advertising space and utilizing its collected profile and other information), the web server benefits (by selling more advertising space regardless of whether web server is small or large), the advertiser benefits by accurate targeting (resulting in an increased probability of a click-through), and client 100 benefits by receiving advertisements that the client may be particularly interested in. Additionally, if a client does not want its information released or collected, client may enter into a contract with ISP restricting the use, <u>distribution, or collection of such information</u> or utilize an ISP that does not maintain demographic databases or <u>user profiles</u>.

Detail Description Paragraph:
[0067] In one or more alternative embodiments, the proxy and server utilize a common user identification system to set advertisement selection and <u>prices</u>. For example, the server could identify a set of cookies or profile details for which it is willing to pay a specific <u>price</u> (e.g., 5 cents per display for a medium size slot). As a result, whenever the proxy intercepts a request from a user that matches the cookie or profile details, the proxy can elect whether or not to insert the advertisement for the server's set <u>price</u>.

Detail Description Paragraph:
[0078] For example, a mass email company may send an email to the proxy and inform the proxy that it is an advertisement for flowers. Instead of transmitting the email to every person, the proxy can elect specific persons that may have recently purchased flowers or would be interested in flowers (based on the user's profile). The proxy can also charge money based on the probability that the user would purchase flowers from the mass email company (or its client). Alternatively, the mass email company can specify a profile that the email should be sent to with the amount of money paid to the proxy based on the percentage of profile matches that the proxy has. Various <u>price</u> negotiation schemes for email may be utilized such as the <u>price</u> negotiation schemes for advertising that are more fully described in co-pending patent application Ser. No. _____ entitled "Method and Apparatus for Local

Advertising" filed on _____ .

☐ ▓▓ Generate Collection ▓▓

L14: Entry 14 of 21   File: USPT   Nov 23, 1999

DOCUMENT-IDENTIFIER: US 5991735 A
TITLE: Computer program apparatus for determining behavioral profile of a computer user

Application Filing Date (1):
19980811

Brief Summary Text (7):
A variety of businesses are now offering information, some of it agate, on the Internet. One example is newspaper distribution on the Internet. However, the agate found in newspapers is at least twelve hours old. In the case of stock quotes, the information found usually recaps trading for the previous day, listing the high, low and closing prices as well as the number of shares traded. While this information is sufficient for tracking investments, investors often require real-time information to trade on the market.

Brief Summary Text (16):
In addition, a subroutine coupled to the module performs a regression analysis on the recorded history of users viewing the ads. The subroutine refines profiles of target users based on the regression analysis. Preferably, the regression analysis weights the relative importance of psychographic and/or demographic characteristics of users. As such, over time, the advertisements become better targeted to users having an interest in said information (content and presentation/format of ad), and hence the invention method and apparatus provides automatic targeting of audiences (target users) and self-tailoring of target profiles.
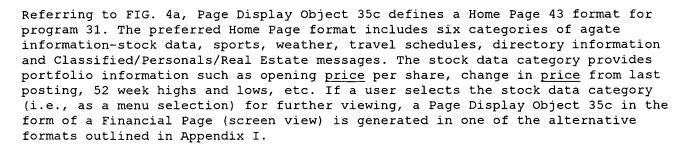
Brief Summary Text (18):
In accordance with another aspect of the present invention, there are Agate Objects for providing the agate information and a Sponsor Object. In a preferred embodiment, the agate information includes stock information, advertisements, sports statistics, weather reports and the like. With regard to stock information, an Agate Object routine receives stock data on line, parses the data and makes a value-added calculation. As a result, the stock information is made searchable by variables such as price-earnings ratio, and the like.

Detailed Description Text (17):
Turning to FIG. 3a, the purpose of the set of User Objects 37 is to identify users and maintain a user profile for each user. Included in the set of User Objects 37 is general information about users and their computers, as well as specific data on each computer session undertaken by the users. In particular, for each set there is a User Object 37a. User Object 37a identifies a respective user by nickname (user chosen), password (user chosen), and optionally E-mail address, postal address, telephone number, credit card number, and the like. User Object 37a also provides language, geographic, demographic and lifestyle information about the user. To accomplish this, User Object 37a stores a separate record for each of the above mentioned information, the collection of records forming the table or data of User Object 37a. FIG. 3b illustrates the fields or records of information employed by User Object 37a in the preferred embodiment.

Detailed Description Text (26):

Referring to FIG. 4a, Page Display Object 35c defines a Home Page 43 format for program 31. The preferred Home Page format includes six categories of agate information-stock data, sports, weather, travel schedules, directory information and Classified/Personals/Real Estate messages. The stock data category provides portfolio information such as opening <u>price</u> per share, change in <u>price</u> from last posting, 52 week highs and lows, etc. If a user selects the stock data category (i.e., as a menu selection) for further viewing, a Page Display Object 35c in the form of a Financial Page (screen view) is generated in one of the alternative formats outlined in Appendix I.

<u>Detailed Description Text</u> (37):
The format of a "Classifieds Page" includes accommodations of sponsor provided advertisements (e.g., at a beginning screen view and/or end screen view of the Classifieds Page screen view). The "Classified Page" format also includes indications of the requested item, make/model/year, <u>price</u> and a description of the subject item.

<u>Detailed Description Text</u> (38):
Each Real Estate Page follows one of three formats--a "Citywide Listings Page", "Selected Listings Page" and "Individual Listings Page" detailed in Appendix I. Briefly, the "Citywide Listings Page" format provides a table of real estate properties indicating address, <u>price,</u> square footage, etc. Also provided is beginning screen view and end screen view advertisement ability. The "Selected Listings Page" format provides a table of user selected properties/listings, with more details than the "Citywide Listings Page" format. For example, number of rooms, heat type, parking, yard/deck and the like are indicated in the table. Advertisement ability across the top and bottom of the screen view is also indicated by the "Selected Listings Page" format. The "Individual Listings Page" format includes the details of the "Selected Listings Page" with added textual description, photo, city information and contact information. Advertisements at the beginning and end of the page/screen view are enabled by the "Individual Listings Page" format.

<u>Detailed Description Text</u> (57):
In the Demographic Response Rates Report, all <u>ad packages of a sponsor or selected</u> ones are compared. In particular, the <u>ad success by the sponsor-targeted</u> demographic groups is compared. Further the reporting subroutine 41 of program 31 calculates a regression on the <u>targeted demographic groups for the ads,</u> and the results of the regression calculation are used to suggest other demographic characteristics that are important factors in the number of click throughs and/or number of purchases. The advertiser may also run a complete regression report for all or certain ad packages.

<u>Detailed Description Text</u> (66):
Say for example, the new user selected (i.e., "clicked on") the "Stock Data" option from the Home Page. Program 31 responds by displaying a screen view featuring the exchange <u>prices</u> from various global exchanges. Main routine 39 also enables a banner to appear at the top of the screen reading (for example) "Brought to you by Dean Witter". The user is able to select/click on this banner to effectively request more Dean Witter information from program 31. To accomplish this, the screen view contains a hyperlink formed of the URL for Dean Witter information on the Internet, and program 31 would list the new user as the requester and the current screen view as the page from which he made the request.

<u>Detailed Description Text</u> (67):
In the example, the exchange <u>prices</u> screen view also displays two options: "Quick quotation" and "Build a Portfolio". Say the user selects the former and enters a stock symbol. The screen view also prompts the user to a directory of symbols for use as needed. Near the lower portion of the screen view, there is displayed an area for the user to enter a new stock symbol and an option "button" to effect

☐ ▓▓▓ Generate Collection ▓▓▓

L14: Entry 21 of 21   File: USPT   Dec 8, 1998

DOCUMENT-IDENTIFIER: US 5848396 A
TITLE: Method and apparatus for determining behavioral profile of a computer user

Application Filing Date (1):
19960426

Brief Summary Text (7):
A variety of businesses are now offering information, some of it agate, on the
Internet. One example is newspaper distribution on the Internet. However, the agate
found in newspapers is at least twelve hours old. In the case of stock quotes, the
information found usually recaps trading for the previous day, listing the high,
low and closing prices as well as the number of shares traded. While this
information is sufficient for tracking investments, investors often require real-
time information to trade on the market.

Brief Summary Text (16):
In addition, a subroutine coupled to the module performs a regression analysis on
the recorded history of users viewing the ads. The subroutine refines profiles of
target users based on the regression analysis. Preferably, the regression analysis
weights the relative importance of psychographic and/or demographic characteristics
of users. As such, over time, the advertisements become better targeted to users
having an interest in said information (content and presentation/format of ad), and
hence the invention method and apparatus provides automatic targeting of audiences
(target users) and self-tailoring of target profiles.
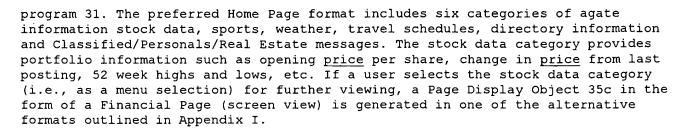

Brief Summary Text (18):
In accordance with another aspect of the present invention, there are Agate Objects
for providing the agate information and a Sponsor Object. In a preferred
embodiment, the agate information includes stock information, advertisements,
sports statistics, weather reports and the like. With regard to stock information,
an Agate Object routine receives stock data on line, parses the data and makes a
value-added calculation. As a result, the stock information is made searchable by
variables such as price-earnings ratio, and the like.

Detailed Description Text (17):
Turning to FIG. 3a, the purpose of the set of User Objects 37 is to identify users
and maintain a user profile for each user. Included in the set of User Objects 37
is general information about users and their computers, as well as specific data on
each computer session undertaken by the users. In particular, for each set there is
a User Object 37a. User Object 37a identifies a respective user by nickname (user
chosen), password (user chosen), and optionally E-mail address, postal address,
telephone number, credit card number, and the like. User Object 37a also provides
language, geographic, demographic and lifestyle information about the user. To
accomplish this, User Object 37a stores a separate record for each of the above
mentioned information, the collection of records forming the table or data of User
Object 37a. FIG. 3b illustrates the fields or records of information employed by
User Object 37a in the preferred embodiment.

Detailed Description Text (26):
Referring to FIG. 4a, Page Display Object 35c defines a Home Page 43 format for

program 31. The preferred Home Page format includes six categories of agate
information stock data, sports, weather, travel schedules, directory information
and Classified/Personals/Real Estate messages. The stock data category provides
portfolio information such as opening price per share, change in price from last
posting, 52 week highs and lows, etc. If a user selects the stock data category
(i.e., as a menu selection) for further viewing, a Page Display Object 35c in the
form of a Financial Page (screen view) is generated in one of the alternative
formats outlined in Appendix I.

Detailed Description Text (37):
The format of a "Classifieds Page" includes accommodations of sponsor provided
advertisements (e.g., at a beginning screen view and/or end screen view of the
Classifieds Page screen view). The "Classified Page" format also includes
indications of the requested item, make/model/year, price and a description of the
subject item.

Detailed Description Text (38):
Each Real Estate Page follows one of three formats--a "Citywide Listings Page",
"Selected Listings Page" and "Individual Listings Page" detailed in Appendix I.
Briefly, the "Citywide Listings Page" format provides a table of real estate
properties indicating address, price, square footage, etc. Also provided is
beginning screen view and end screen view advertisement ability. The "Selected
Listings Page" format provides a table of user selected properties/listings, with
more details than the "Citywide Listings Page" format. For example, number of
rooms, heat type, parking, yard/deck and the like are indicated in the table.
Advertisement ability across the top and bottom of the screen view is also
indicated by the "Selected Listings Page" format. The "Individual Listings Page"
format includes the details of the "Selected Listings Page" with added textual
description, photo, city information and contact information. Advertisements at the
beginning and end of the page/screen view are enabled by the "Individual Listings
Page" format.

Detailed Description Text (57):
In the Demographic Response Rates Report, all ad packages of a sponsor or selected
ones are compared. In particular, the ad success by the sponsor-targeted
demographic groups is compared. Further the reporting subroutine 41 of program 31
calculates a regression on the targeted demographic groups for the ads, and the
results of the regression calculation are used to suggest other demographic
characteristics that are important factors in the number of click throughs and/or
number of purchases. The advertiser may also run a complete regression report for
all or certain ad packages.

Detailed Description Text (66):
Say for example, the new user selected (i.e., "clicked on") the "Stock Data" option
from the Home Page. Program 31 responds by displaying a screen view featuring the
exchange prices from various global exchanges. Main routine 39 also enables a
banner to appear at the top of the screen reading (for example) "Brought to you by
Dean Witter". The user is able to select/click on this banner to effectively
request more Dean Witter information from program 31. To accomplish this, the
screen view contains a hyperlink formed of the URL for Dean Witter information on
the Internet, and program 31 would list the new user as the requester and the
current screen view as the page from which he made the request.

Detailed Description Text (67):
In the example, the exchange prices screen view also displays two options: "Quick
quotation" and "Build a Portfolio". Say the user selects the former and enters a
stock symbol. The screen view also prompts the user to a directory of symbols for
use as needed. Near the lower portion of the screen view, there is displayed an
area for the user to enter a new stock symbol and an option "button" to effect
addition of the corresponding company to the user's portfolio. Also displayed are

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L12: Entry 4 of 7   File: USPT   Jun 4, 2002

DOCUMENT-IDENTIFIER: US 6401085 B1
TITLE: Mobile communication and computing system and method

Detailed Description Text (163):
The system provide Consumer Report-like service that is customized for each user
based on a user profile. The system records and provides ratings from users about
product quality and desirability on a number of dimensions. The difference between
this system and traditional product quality measurement services is that the
ratings that come back to the users are personalized. This service works by finding
the people who have the closest match to the user's profile and have previously
rated the product being asked for. Using this algorithm will help to ensure that
the product reports sent back to the user only contain statistics from people who
are similar to that user.

Detailed Description Text (164):
FIG. 16 describes the algorithm for determining the personalized product ratings
for a user. When the user requests a product report 1610 for product X, the
algorithm retrieves the profiles 1620 from the profile database 1630 (which
includes product ratings) of those users who have previously rated that product.
Then the system retrieves the default thresholds 1640 for the profile matching
algorithm from the content database 1650. It then maps all of the short list of
users along several dimensions specified in the profile matching algorithm 1660.
The top n (specified previously as a threshold variable) nearest neighbors are then
determined and a test is performed to decide if they are within distance y (also
specified previously as a threshold variable) of the user's profile in the set 1670
using the results from the profile matching algorithm. If they are not within the
threshold, then the threshold variables are relaxed 1680, and the test is run
again. This processing is repeated until the test returns true. The product ratings
from the smaller set of n nearest neighbors are then used to determine a number of
product statistics 1690 along several dimensions. Those statistics are inserted
into a product report template 1695 and returned to the user 1697 as a product
report.

Detailed Description Text (484):
In addition to software agents 2724, the Mobile Portal Server 2722 utilizes
customer intelligence 2726 to respond to user needs. The user may utilize data-
mining and pattern recognition to find the information he desires. Again, the
customer data 2728 is updated to reflect the users data-mining and pattern
recognition uses. Third party content and service providers 2730 are utilized by
the Mobile Portal 2712 to provide the services and information requested by the
users. The third party content and service providers may be accessed through the
Internet or through a Mobile Portal Extranet. The intelligent agent software 2712
search through the third party providers to determine the one most suitable for the
user, taking into consideration the customer's profile contained in the customer
data 2728. In this way, the user may be less specific in their queries than they
would have to be without a user profile. For example, a user can request a jacket
utilizing the Mobile Portal Platform 2710. The intelligent agents would then
utilize the customer data 2728 to determine more specifically what the customer
actually desired. In this case, the customer data 2728 may information that this
particular user likes denim jackets as opposed to leather jackets. The intelligent

agents 2724 would then search for denim jackets. Of course the user profile could
be overridden by the user in order to obtain information that is contrary to what
is stored in the user's profile. Some typical services provided include geographic
location information, audio and visual editing, personal news & entertainment,
personal shopping, personal health & safety, personal organizer, personal finance,
and personal communication.

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L12: Entry 5 of 7   File: USPT   Mar 12, 2002

DOCUMENT-IDENTIFIER: US 6356905 B1
TITLE: System, method and article of manufacture for mobile communication utilizing an interface support framework

Detailed Description Text (155):
The system provide Consumer Report-like service that is customized for each user based on a user profile. The system records and provides ratings from users about product quality and desirability on a number of dimensions. The difference between this system and traditional product quality measurement services is that the ratings that come back to the users are personalized. This service works by finding the people who have the closest match to the user's profile and have previously rated the product being asked for. Using this algorithm will help to ensure that the product reports sent back to the user only contain statistics from people who are similar to that user.

Detailed Description Text (156):
FIG. 16 describes the algorithm for determining the personalized product ratings for a user. When the user requests a product report 1610 for product X, the algorithm retrieves the profiles 1620 from the profile database 1630 (which includes product ratings) of those users who have previously rated that product. Then the system retrieves the default thresholds 1640 for the profile matching algorithm from the content database 1650. It then maps all of the short list of users along several dimensions specified in the profile matching algorithm 1660. The top n (specified previously as a threshold variable) nearest neighbors are then determined and a test is performed to decide if they are within distance y (also specified previously as a threshold variable) of the user's profile in the set 1670 using the results from the profile matching algorithm. If they are not within the threshold, then the threshold variables are relaxed 1680, and the test is run again. This processing is repeated until the test returns true. The product ratings from the smaller set of n nearest neighbors are then used to determine a number of product statistics 1690 along several dimensions. Those statistics are inserted into a product report template 1695 and returned to the user 1697 as a product report.

Detailed Description Text (472):
In addition to software agents 2724, the Mobile Portal Server 2722 utilizes customer intelligence 2726 to respond to user needs. The user may utilize data-mining and pattern recognition to find the information he desires. Again, the customer data 2728 is updated to reflect the users data-mining and pattern recognition uses. Third party content and service providers 2730 are utilized by the Mobile Portal 2712 to provide the services and information requested by the users. The third party content and service providers may be accessed through the Internet or through a Mobile Portal Extranet. The intelligent agent software 2712 search through the third party providers to determine the one most suitable for the user, taking into consideration the customer's profile contained in the customer data 2728. In this way, the user may be less specific in their queries than they would have to be without a user profile. For example, a user can request a jacket utilizing the Mobile Portal Platform 2710. The intelligent agents would then utilize the customer data 2728 to determine more specifically what the customer actually desired. In this case, the customer data 2728 may information that this

particular user likes denim jackets as opposed to leather jackets. The intelligent agents 2724 would then search for denim jackets. Of course the user profile could be overridden by the user in order to obtain information that is contrary to what is stored in the user's profile. Some typical services provided include geographic location information, audio and visual editing, personal news & entertainment, personal shopping, personal health & safety, personal organizer, personal finance, and personal communication.

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L12: Entry 6 of 7   File: USPT   Mar 6, 2001

DOCUMENT-IDENTIFIER: US 6199099 B1
TITLE: System, method and article of manufacture for a mobile communication network
utilizing a distributed communication network

Detailed Description Text (165):
The system provide Consumer Report-like service that is customized for each user
based on a user profile. The system records and provides ratings from users about
product quality and desirability on a number of dimensions. The difference between
this system and traditional product quality measurement services is that the
ratings that come back to the users are personalized. This service works by finding
the people who have the closest match to the user's profile and have previously
rated the product being asked for. Using this algorithm will help to ensure that
the product reports sent back to the user only contain statistics from people who
are similar to that user.

Detailed Description Text (166):
FIG. 16 describes the algorithm for determining the personalized product ratings
for a user. When the user requests a product report 1610 for product X, the
algorithm retrieves the profiles 1620 from the profile database 1630 (which
includes product ratings) of those users who have previously rated that product.
Then the system retrieves the default thresholds 1640 for the profile matching
algorithm from the content database 1650. It then maps all of the short list of
users along several dimensions specified in the profile matching algorithm 1660.
The top n (specified previously as a threshold variable) nearest neighbors are then
determined and a test is performed to decide if they are within distance y (also
specified previously as a threshold variable) of the user's profile in the set 1670
using the results from the profile matching algorithm. If they are not within the
threshold, then the threshold variables are relaxed 1680, and the test is run
again. This processing is repeated until the test returns true. The product ratings
from the smaller set of n nearest neighbors are then used to determine a number of
product statistics 1690 along several dimensions. Those statistics are inserted
into a product report template 1695 and returned to the user 1697 as a product
report.

Detailed Description Text (491):
In addition to software agents 2724, the Mobile Portal Server 2722 utilizes
customer intelligence 2726 to respond to user needs. The user may utilize data-
mining and pattern recognition to find the information he desires. Again, the
customer data 2728 is updated to reflect the users data-mining and pattern
recognition uses. Third party content and service providers 2730 are utilized by
the Mobile Portal 2712 to provide the services and information requested by the
users. The third party content and service providers may be accessed through the
Internet or through a Mobile Portal Extranet. The intelligent agent software 2712
search through the third party providers to determine the one most suitable for the
user, taking into consideration the customer's profile contained in the customer
data 2728. In this way, the user may be less specific in their queries than they
would have to be without a user profile. For example, a user can request a jacket
utilizing the Mobile Portal Platform 2710. The intelligent agents would then
utilize the customer data 2728 to determine more specifically what the customer
actually desired. In this case, the customer data 2728 may information that this

particular user likes denim jackets as opposed to leather jackets. The intelligent agents 2724 would then search for denim jackets. Of course the user profile could be overridden by the user in order to obtain information that is contrary to what is stored in the user's profile. Some typical services provided include geographic location information, audio and visual editing, personal news & entertainment, personal shopping, personal health & safety, personal organizer, personal finance, and personal communication.

Search Forms

Search Results   ☐ ░░░Generate Collection░░░

Help

Us̶e̶r̶ S̶e̶a̶r̶c̶h̶e̶s⁷ of 7   File: USPT   Feb 27, 2001

Preferences

Logout
DOCUMENT-IDENTIFIER: US 6195651 B1
TITLE: System, method and article of manufacture for a tuned user application
experience

Abstract Text (1):
A system is disclosed that facilitates a web-based user interface to a particular
application program that is enabled by obtaining user profile information, parsing
the content of the particular application, matching the parsed content to user
profile information and presenting the parsed content matches in a format based on
information in the user's profile on a display. An innovative pattern matching
system is integrated into the match processing to provide improved matching
capability.

Brief Summary Text (7):
According to a broad aspect of a preferred embodiment of the invention, a user's
interface to a particular application program is modified by obtaining user profile
information, parsing the content of the particular application, matching the parsed
content to user profile information and presenting the parsed content matches in a
format based on information in the user's profile on a display. An innovative
pattern matching system is integrated into the match processing to provide improved
matching capability.

Detailed Description Text (170):
The system provide Consumer Report-like service that is customized for each user
based on a user profile. The system records and provides ratings from users about
product quality and desirability on a number of dimensions. The difference between
this system and traditional product quality measurement services is that the
ratings that come back to the users are personalized. This service works by finding
the people who have the closest match to the user's profile and have previously
rated the product being asked for. Using this algorithm will help to ensure that
the product reports sent back to the user only contain statistics from people who
are similar to that user.

Detailed Description Text (171):
FIG. 16 describes the algorithm for determining the personalized product ratings
for a user. When the user requests a product report 1610 for product X, the
algorithm retrieves the profiles 1620 from the profile database 1630 (which
includes product ratings) of those users who have previously rated that product.
Then the system retrieves the default thresholds 1640 for the profile matching
algorithm from the content database 1650. It then maps all of the short list of
users along several dimensions specified in the profile matching algorithm 1660.
The top n (specified previously as a threshold variable) nearest neighbors are then
determined and a test is performed to decide if they are within distance y (also
specified previously as a threshold variable) of the user's profile in the set 1670
using the results from the profile matching algorithm. If they are not within the
threshold, then the threshold variables are relaxed 1680, and the test is run
again. This processing is repeated until the test returns true. The product ratings
from the smaller set of n nearest neighbors are then used to determine a number of
product statistics 1690 along several dimensions. Those statistics are inserted
into a product report template 1695 and returned to the user 1697 as a product

report.

Other Reference Publication (17):
Z. Chen, Q. Zhu; Exploring agent-based data mining refinement cycle; Proceedings of
the Second International Conference on the Practical Application of Knowledge
Discovery and Data Mining, 1998.

End of Result Set

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L5: Entry 1 of 1   File: USPT   Nov 21, 2000

DOCUMENT-IDENTIFIER: US 6151600 A
** **See image for Certificate of Correction** **
TITLE: Electronic information appraisal agent

Brief Summary Text (8):
Furthermore, there are presently no systems for generating and transmitting
electronic advertisements to end users operating a computer via an end-to-end
electronic information distribution network. Thus, it would be beneficial to
provide a system which allows an individual end user to access specific electronic
advertisements which are most appealing to him or her.

Brief Summary Text (9):
In addition, many consumers do not enjoy advertisements being forced upon them.
Thus, it would be advantageous to provide a system which gives consumers some
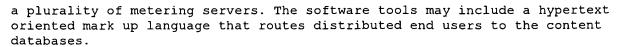control over what types of electronic information they receive and when they
receive it.

Detailed Description Text (5):
The GUI contains fields that receive or correspond to inputs entered by the end
user. The fields may include the user's name and possibly a password. The GUI may
also have hidden fields relating to "consumer variables." Consumer variables refer
to demographic, psychographic and other profile information. Demographic
information refers to the vital statistics of individuals, such as age, sex, income
and marital status. Psychographic information refers to the lifestyle and
behavioral characteristics of individuals, such as likes and dislikes, color
preferences and personality traits that show consumer behavioral characteristics.
Thus, the consumer variables refer to information such as marital status, color
preferences, favorite sizes and shapes, preferred learning modes, employer, job
title, mailing address, phone number, personal and business areas of interest, the
willingness to participate in a survey, along with various lifestyle information.
This information will be referred to as user profile data. The end user initially
enters the requested data and the non-identifying information is transferred to the
metering server 14. That is, the information associated with the end user is
compiled and transferred to the metering server 14 without any indication of the
identity of the user (for example, the name and phone number are not included in
the compilation). The GUI also allows the user to receive inquiries, request
information and consume information by viewing, storing, printing, etc. The client
system may also be provided with tools to create content, advertisements, etc. in
the same manner as a publisher/advertiser.

Detailed Description Text (7):
The publisher/advertiser 18 is provided with software tools to create electronic
information which includes content and advertisements that can be transmitted over
the system. The electronic information may allow an end user to access a content
database, or the information may be all or a portion of a content database. By way
of example, the content database may be the text and video of an electronic
newspaper. The content database may reside within the publisher unit or be located
at a remote location such as the metering server or a regional server that services

a plurality of metering servers. The software tools may include a hypertext oriented mark up language that routes distributed end users to the content databases.

Detailed Description Text (9):
The publisher/advertiser 18 is also provided with software tools to create electronic information in a wide variety of consumption formats that can be transmitted over the system. These consumption formats include formats such as audio, video, graphics, animation, text, etc. For example, an advertiser 18 may create an advertisement for a camera which describes the camera in both audio and video format. Both of these consumption formats are transferred to the metering servers 14, and subsequently to the client systems 12. The end user is then able to consume the advertisement in whichever format he or she prefers, or alternatively in both formats.

Detailed Description Text (14):
The personal profile database 27 maintains the user profile data for the end user (s) of client system 12. For example, age, gender, income, marital status, color preferences, etc. are stored in personal profile database 27 for each individual end user of client system 12. In addition, personal profile database 27 may also include additional information such as credit card numbers, social security numbers, mailing addresses, preferred shipping methods, etc. for each individual end user to facilitate ordering items displayed in advertisements.

Detailed Description Text (23):
It should be noted that, under certain circumstances, identifying information such as a name and credit card number may be provided to the publisher/advertiser. For example, an advertisement for a camera received by the end user may have a "buy" option associated with it. If the end user selects the buy option, then session manager 29, transfers the end user's name, credit card number, and address to the advertiser. Given this information, the advertiser is able to charge the purchase price of the camera to the end user's credit card and ship the camera to the end user.

Detailed Description Text (25):
In one embodiment of the present invention, statistic compilation process 26 compiles electronic content-specific information for return to the metering server 14. This information includes, for example, how much time the end user spent consuming the electronic content, and how much of the content was consumed. For example, a particular advertisement may include ten different screens which are displayed to the end user. If the end user spends 15 seconds viewing the first screen and 15 seconds viewing the second screen and then terminates the advertisement, the statistic compilation process 26 transfers information to the metering server 14 indicating that an individual with this end user's user profile data spent 30 seconds viewing the electronic information and that the content was 20 percent consumed (that is, two screens out of ten were consumed). Additionally, information indicating the specific elements of the advertisements that were consumed (for example, the first two screens) is also transferred to the advertiser. Note that, as discussed above, this aggregate information does not reveal the identity of the end user who consumed the advertisement.

Detailed Description Text (26):
In one embodiment of the present invention, the client system 12 also includes an appraisal agent(s) 28. The appraisal agent 28 provides the end user with an agent which can search various yellow page servers 22 to locate electronic content which matches the end user's user profile data. For example, the end user may desire to view five different electronic advertisements per day. The appraisal agent 28 accesses the user profile data for the end user from the personal profile database 27 to determine the search criteria for this end user, and then sends a request(s) to yellow page servers 22 or content servers 21 to locate electronic information

First Hit   Fwd Refs

☐ [Generate Collection] [Print]

L7: Entry 3 of 40   File: USPT   Sep 16, 2003

DOCUMENT-IDENTIFIER: US 6622174 B1
TITLE: System for sending, converting, and adding advertisements to electronic messages sent across a network

Application Filing Date (1):
19980806

Brief Summary Text (8):
Accordingly, a system can be conceived in which advertisements for corporations or products are attached to the data communication services. Thus, data communication services can be provided at low costs by providing advertisement information to the user of the information communication terminal, charging advertisement fees from the advertiser, and using these fees to cover the costs necessary for providing the data communication services.

Brief Summary Text (9):
However, there is a desire from the advertisers paying the advertising fees, the provide the advertisements in an effective manner. For example, providing advertisements for golfing goods only to golfers is an example of providing advertisements specialized for that consumer segment, thereby increasing the effectiveness of the advertisements.

Detailed Description Text (6):
Further, according to this embodiment, in the event that the server device performs data communication services such as information providing services, facsimile services, electronic mail services, etc., advertisement information from corporations or the like is added to the information to be provided to the user of the portable wireless communication terminal. Thus, data communication services can be provided at low costs by adding advertisements to the provided data communication services, and collecting advertisement fees from the advertiser, which is a corporation or the like providing the advertisements.